Caleb Michael Sarvis

Lead Political Copywriter | Direct Mail, Digital, and Issue Advocacy — Four Election Cycles
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PROFESSIONAL SUMMARY

Political copywriter with eight and a half years and four election cycles at Majority Strategies, progressed from Creative Copywriter to Senior Copywriter to Lead Copywriter. As Lead, I hire and onboard the writers, build and maintain their training, and own creative quality control across everything the team ships, as the liaison between the writing team and senior leadership. I am now seeking to bring that experience to progressive and Democratic causes.

CORE SKILLS

Direct mail and specialty mailers • Palm cards • Absentee ballot applications (ab apps) • P2P texting • Digital and mobile flights • Landing pages and web copy • Email and newsletter copy • Issue advocacy • GOTV copy • Video copy and voiceover • Copy editing and proofreading • Writer hiring, onboarding, and training • Creative quality control • AI tools for mock visuals and second-pass proofreading

PROFESSIONAL EXPERIENCE

Lead Copywriter — Majority Strategies | April 2018 – November 2026

- Lead the acquisition, hiring, and onboarding of new writers for the creative team.
- Develop and maintain training material for writers as needs evolve.
- Own creative quality control: manage errors, mistakes, and other creative issues across the writing team's work, on deadline.
- Serve as liaison between the writing team and senior leadership, including the COO and CEO, presenting and defending creative work.
- Write and oversee copy across the full campaign media range: issue advocacy, GOTV pieces, palm cards, specialty mailers, ab apps, P2P texts, digital flights, landing pages, email, and video.
- Use AI in my process — to build mock visuals of my creative direction and as a second-pass proofreader to catch redundancies and mistakes I would otherwise be blind to — with final judgment staying mine.

Senior Copywriter

- Edited, sharpened, and proofread the work of fellow creative copywriters.
- Curated the weekly advertising newsletter, Creative Scoop.
- Assisted in training new employees; led weekly creative workshops critiquing and improving the team's work.
- Worked with high-profile clients, including the RNC and a U.S. Congressman.

Creative Copywriter

- Wrote persuasive copy for political and advocacy campaigns — printed mailers, digital flights, mobile flights, and websites.
- Wrote blogs for internal use; provided occasional voiceover work for videos.

Freelance Copyeditor — Tara Palmeri's The Red Letter | March 2025 – July 2025

- Proofread and copyedited political-insider Tara Palmeri's subscription newsletter, The Red Letter, holding a consistent voice on deadline.

PORTFOLIO

Portfolio at calebmsarvis.com/copywriting includes digital and print campaign work, plus consumer-brand spec campaigns for McDonald's, Chick-fil-A, Converse, Volkswagen, Wawa, and the American Heart Association.

EDUCATION

- MFA in Creative Writing — Fiction, University of Tampa, 2017.
- BA in English Literature, Minor in Creative Writing, University of North Florida, 2012.

CERTIFICATIONS

- Google Ads Creative Certification — Google (Skillshop), November 2026

PUBLICATIONS

Author, Dead Aquarium (Mastodon Publishing, 2019); Editor, 15 Views of Jacksonville (Bridge Eight, 2018); Distinguished Story, Best American Short Stories 2018.